



Fact Sheet

Market Share

Oregon E-Cycles Program

May 2025

In Oregon's electronics recycling program, market share and manufacturer obligations are calculated within the current program year. DEQ calculates market share* once per year, typically in the second quarter of the year, after the previous year's sales data is submitted by manufacturers. DEQ will continue to calculate market share in the modernized (2026 and onward) program; separately, a producer responsibility organization, or in the case of multiple PROs, the coordinating body, will calculate manufacturer obligation.

For example, in Q2 2025, DEQ will calculate 2025 market share, based on 2024 sales data; then, manufacturers will pay their annual fee to DEQ for this final year of the current program. For the initial plan that PROs are drafting for 2026, DEQ recognizes that in this first year of the modernized program, some manufacturers won't have market share calculated specific to the Oregon program because sales data was not reported for newly covered devices. In these cases, prospective PROs may use the [2024 data calculated by DEQ](#), sales data provided by manufacturers or data from other professional trade groups and organizations as well.

In 2026, DEQ will again calculate market share, this time for 2026, and based on 2025 sales data. This will be a more complete picture, as it will include the sales data for all manufacturers who are required to participate in the new program. This data will be used by the coordinating body or PRO to determine a manufacturer's obligation for 2026. This will also help inform PROs of the required 5% obligation needed for a 2027 plan.

*For full definitions and requirements, see the [Electronics Recycling Law](#).

Program name and contacts

For more information, talk with your producer responsibility organization, or contact DEQ at ecycle.info@deq.oregon.gov or 503-229-5830.

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